KING-TV
333 Dexter Avenue N
Seattle, WA 98109

Media Placement Technology
500 N Washington St, Suite 303
Alexandria, VA 22314

Contract # 854793

Schedule Dates	09/18/12-09/24/12
Advertiser	Rob McKenna for Washington (39549)
Agency/T-Code	Media Placement Technology (3588)/113823657
Product	Political - State Governor (1177)
Brand	MCKENNA FOR GOV (174345)
Salesperson	Clark, Dave (3097)
Sales Office	TeleRep - Washington D.C.
Buyer Name	MEADE,NICOLE
Phone/Fax	(425) 449-8244 /
CPE	N/A
Account Types	National/Political Candidate - Agency
Billing Type	Standard
Comments	MCKENNA FOR GOVERNOR ***** THIS IS A CASH IN ADVANCE SCHEDULE *****, MCKENNA FOR CONGRESS

Date Entered	09/17/12
Last Modified	09/17/12
Entered By	Haley Kushman
CO-OP	No
Headline #	06318829
Demo	
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$20,422.50
Net Total	$115,727.50
Sales Tax	

Seattle/Tacoma (KING) (KING)

By Broadcast Month	Spots	Rate
Sep. 2012	181	$136,150.00
Grand Total:	181	$136,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	4:28A- News @ 430am			2	2	2	2			8	$50.00	$400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 430A NEWS	9/17/12
2.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	4:28A- News @ 430am		2							2	$50.00	$100.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 430A NEWS	9/17/12
3.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	4:57A- News @ 5am M-F			2	2	2	2			8	$250.00	$2,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 5A NEWS	9/17/12
4.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	4:57A- News @ 5am M-F		2							2	$250.00	$500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 5A NEWS	9/17/12
5.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5:57A- News @ 6am M-F			2	2	2	2			8	$725.00	$5,800.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 6A NEWS	9/17/12
6.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	5:57A- News @ 6am M-F		2							2	$725.00	$1,450.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 6A NEWS	9/17/12
7.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7A- 8A (PT)			2	2	2	2			8	$775.00	$6,200.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 7-8A TODAY	9/17/12
8.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7A- 8A (PT)		2							2	$775.00	$1,550.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 7-8A TODAY	9/17/12
9.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	8A- 9A (PT)			2	2	2	2			8	$750.00	$6,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY TODAY 8-9A	9/17/12
10.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	8A- 9A (PT)		2							2	$750.00	$1,500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY TODAY 8-9A	9/17/12
11.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	6A- 7A (PT)							1		1	$425.00	$425.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SA 6A NEWS	9/17/12
12.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	7A- 8A (PT)							1		1	$575.00	$575.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SA 7-8A NEWS	9/17/12
13.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	8A- 9A (PT)							1		1	$625.00	$625.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SA 8-9A NEWS	9/17/12
14.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	5:58A- Meet The Press								1	1	$525.00	$525.00	Seattle/Tacoma (KING) (KING)	2X PER DAY MEET PRESS	9/17/12

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15.0	Normal Line / SPOT	09/23/12-09/23/12	5	:30	7A- 8A (PT)								1	1	$375.00	$375.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SU 7-8A NEWS	9/17/12
16.0	Normal Line / SPOT	09/23/12-09/23/12	5	:30	8A- 9A (PT)								1	1	$525.00	$525.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SU 8-9A NEWS	9/17/12
17.0	Normal Line / SPOT	09/23/12-09/23/12	4	:30	9A- 10A (PT)								1	1	$575.00	$575.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SU 9-10A NEWS	9/17/12
18.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	10A- Today Show	5		X	X	X	X			5	$225.00	$1,125.00	Seattle/Tacoma (KING) (KING)	2X PER DAY TODAY 3	9/17/12
19.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	10A- Today Show		1							1	$225.00	$225.00	Seattle/Tacoma (KING) (KING)	2X PER DAY TODAY 3	9/17/12
20.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	11A- New Day Northwest	5		X	X	X	X			5	$75.00	$375.00	Seattle/Tacoma (KING) (KING)	2X PER DAY NEW DAY	9/17/12
21.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	11A- New Day Northwest		1							1	$75.00	$75.00	Seattle/Tacoma (KING) (KING)	2X PER DAY NEW DAY	9/17/12
22.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	11:59A- News @ 12pm	5		X	X	X	X			5	$400.00	$2,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 12P NEWS	9/17/12
23.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	11:59A- News @ 12pm		1							1	$400.00	$400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 12P NEWS	9/17/12
24.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	1P- Days of Our Lives	5		X	X	X	X			5	$300.00	$1,500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY DAYS OF OUR LIVES	9/17/12
25.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	1P- Days of Our Lives		1							1	$300.00	$300.00	Seattle/Tacoma (KING) (KING)	2X PER DAY DAYS OF OUR LIVES	9/17/12
26.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	1:58P- Dr Phil	5		X	X	X	X			5	$350.00	$1,750.00	Seattle/Tacoma (KING) (KING)	2X PER DAY DR PHIL	9/17/12

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27.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	1:58P- Dr Phil		1							1	$350.00	$350.00	Seattle/Tacoma (KING) (KING)	2X PER DAY DR PHIL	9/17/12
28.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	2:58P- Ellen			2	2	2	2			8	$550.00	$4,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY ELLEN	9/17/12
29.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	2:58P- Ellen		2							2	$550.00	$1,100.00	Seattle/Tacoma (KING) (KING)	2X PER DAY ELLEN	9/17/12
30.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	3:58P- Katie			2	2	2	2			8	$700.00	$5,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY KATIE	9/17/12
31.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	3:58P- Katie		2							2	$700.00	$1,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY KATIE	9/17/12
32.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5P- 5:30P (PT)			2	2	2	2			8	$825.00	$6,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 5-530P NEWS	9/17/12
33.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	5P- 5:30P (PT)		2							2	$825.00	$1,650.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 5-530P NEWS	9/17/12
34.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	5:30P- 6P (PT)			2	2	2	2			8	$925.00	$7,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 530-6P NEWS	9/17/12
35.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	5:30P- 6P (PT)		2							2	$925.00	$1,850.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 530-6P NEWS	9/17/12
36.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	6:30P- 7P (PT)			2	2	2	2			8	$1,300.00	$10,400.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 630P NEWS	9/17/12
37.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	6:29P- News @ 630pm M-F		2							2	$1,300.00	$2,600.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 630P NEWS	9/17/12
38.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	5P- 5:30P (PT)							1		1	$775.00	$775.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SA 5-530P NEWS	9/17/12
39.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	5:30P- 6P (PT)							1		1	$700.00	$700.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SA 530-6P NEWS	9/17/12

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40.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	6:30P- 7P (PT)							1		1	$500.00	$500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SA 630P NEWS	9/17/12
41.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7P- Evening Magazine			1	1	1	1			4	$750.00	$3,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY EVENING MAG	9/17/12
42.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7P- Evening Magazine		1							1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	2X PER DAY EVENING MAG	9/17/12
43.0	Normal Line / SPOT	09/18/12-09/21/12	4	:30	7:30P- Inside Edition			1	1	1	1			4	$750.00	$3,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY INSIDE ED	9/17/12
44.0	Normal Line / SPOT	09/24/12-09/24/12	4	:30	7:30P- Inside Edition		1							1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	2X PER DAY INSIDE ED	9/17/12
45.0	Normal Line / SPOT	09/23/12-09/23/12	5	:30	9P- News @ 9p Su								1	1	$750.00	$750.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 9P NEWS	9/17/12
46.0	Normal Line / SPOT	09/23/12-09/23/12	5	:30	10P- Dateline NBC								1	1	$1,500.00	$1,500.00	Seattle/Tacoma (KING) (KING)	2X PER DAY DATELINE	9/17/12
47.0	Normal Line / SPOT	09/18/12-09/23/12	5	:30	11P- 11:35P (PT)			2	2	2	2	2	2	12	$1,000.00	$12,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 11P NEWS	9/17/12
48.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	11P- 11:35P (PT)		2							2	$1,000.00	$2,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY 11P NEWS	9/17/12
49.0	Normal Line / SPOT	09/18/12-09/21/12	5	:30	11:35P- 12:35A (PT)			2	2	2	2			8	$400.00	$3,200.00	Seattle/Tacoma (KING) (KING)	2X PER DAY LENO	9/17/12
50.0	Normal Line / SPOT	09/24/12-09/24/12	5	:30	11:35P- 12:35A (PT)		2							2	$400.00	$800.00	Seattle/Tacoma (KING) (KING)	2X PER DAY LENO	9/17/12
51.0	Normal Line / SPOT	09/22/12-09/22/12	4	:30	11:34P- Saturday Night Live							1		1	$1,200.00	$1,200.00	Seattle/Tacoma (KING) (KING)	2X PER DAY SNL	9/17/12
52.0	Normal Line / SPOT	09/21/12-09/21/12	5	:30	9P- Grimm						1			1	$2,800.00	$2,800.00	Seattle/Tacoma (KING) (KING)	2X PER DAY GRIMM	9/17/12

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53.0	Normal Line / NFL	09/23/12-09/23/12	4	:30	5:17P- NBC Sunday Night Football								2	2	$10,000.00	$20,000.00	Seattle/Tacoma (KING) (KING)	2X PER DAY NFL	9/17/12
54.0	Normal Line / NFL - Pre Game Show	09/23/12-09/23/12	5	:30	4P- Football Night in America								1	1	$2,200.00	$2,200.00	Seattle/Tacoma (KING) (KING)	2X PER DAY FNA	9/17/12

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